

**Mundy Katowitz Media, Inc.**  
 1322 G Street SE  
 Washington DC 20003

**Priorities Usa Action/ Issue**  
 Submission Number 572 Issue 2



**AUG 14 2012**

**NBC 4 / WCMH**  
 3165 Olentangy River Road  
 Columbus, OH 43202  
 PHONE (614) 263-4444 FAX (614) 447-9107

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 15000	<b>Campaign Ref:</b> E:120717035
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1520	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 08/13/12 to 08/26/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06236176
<b>Est/PO Number:</b> 06236176	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Priorities Usa Actio	<b>Booking Group:</b> WCMH	<b>Key Market:</b> Columbus, OH
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
15	M-F 10a Today Show III ..W....	02		30 Comme	Nbr of Spots Closed PR	1		1
16	M-F 1135p ET / 1035p CT Tonight Show ..W....	01		30 Comme	Nbr of Spots Closed PR			
17	M-F 5p News ..W....	01		30 Comme	Nbr of Spots Closed PR	1		1
18	M-F 6a News ..W....	01		30 Comme	Nbr of Spots Closed PR	1		1
19	M-F 9a Today Show II ..W....	02		30 Comme	Nbr of Spots Closed PR	1		1
20	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1200	60 Comme	Nbr of Spots	1		1200
21	M-F 6a News ...F..	01	2200	60 Comme	Nbr of Spots	1		2200
22	M-F 5p News M.....	01	1800	60 Comme	Nbr of Spots		1	1800
23	M-F 6a News M.....	01	2200	60 Comme	Nbr of Spots		1	2200
<b>Weekly Totals: Total Spots(Ord Spots)</b>					8	2	10	
<b>Closed PR</b>					6		6	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	Cost
24	Sun 630-10a News / Today / News MTWTFSS 06:30:00-08:00:00 Isolations: W/C 08/13 .....S	12		60 Comme	Nbr of Spots Closed PR	1		1
25	M-F 5a News ...T....	01	800	60 Comme	Nbr of Spots	1		800
26	M-F 7a Today Show ...T....	01	2800	60 Comme	Nbr of Spots	1		2800
27	M-F 5a News .T.....	01	800	60 Comme	Nbr of Spots	1		800
28	M-F 10a Today Show III ...W....	02	700	60 Comme	Nbr of Spots	1		700
29	M-F 9a Today Show II ..W....	02	1200	60 Comme	Nbr of Spots	1		1200
30	Sun 630a News MTWTFSS Isolations: W/C 08/13 .....S	02	1300	60 Comme	Nbr of Spots	1		1300
Weekly Totals: Total Spots(Ord Spots)					8	2	10	
Closed PR					6		6	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
15	M-F 10a Today Show III	:30 Commercial	08/13/12	Closed Pre Emption	350.00	No Makegood / Credit	0000000000	E:120717035
16	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	08/13/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120717035
17	M-F 5p News	:30 Commercial	08/13/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120717035
18	M-F 8a News	:30 Commercial	08/13/12	Closed Pre Emption	1,100.00	No Makegood / Credit	0000000000	E:120717035
19	M-F 9a Today Show II	:30 Commercial	08/13/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120717035
					1,300.00			

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
24	Sun 630-10a News / Today / News	1:00 Commercial	08/13/12	Closed Pre Emption		No Makegood / Credit	0000000000	E:120717035

Grand Totals								
Totals			Month 8 Weeks: 4					
		08/13		08/20				
Spots	10		8					2
Cost	15000		11000					4000

<b>Grand Totals:</b>								
Spots:								10
Gross Total:								15,000.00
Commission:								2,250.00
Net Total:								12,750.00